ORDER

Orders Order / Rev: 703225 - 2 06257012 Alt Order #: OBAMA FOR AMERICA Product Desc: 1523 Estimate: Flight Dates: 08/14/12 - 09/03/12 Primary AE: Aaron Ashe Original Date / Rev: 07/27/12 / 08/02/12 Sales Office: T-WAS Order Type: Political Sales Region: NAT Greer Margolis Mitchell/ Pol Agency Name: **Buying Contact:** K Keuleman Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3050 K St NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Advertiser Name: Obama/D/President Demographic: A35+ New Business Thru: **Product Codes:** PL-Presidential Order Separation: 00:15:00 Priority: P-2 Advertiser External ID:

Bill Plan

Start Date	End Date # Spots Gross Amount		End Date # Spots Gross Amount	
07/30/12	08/26/12	71	\$97,940.00	\$83,249.00
08/27/12	09/03/12	49	\$72,720.00	\$61,812.00

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	71	\$97,940.00	\$83,249.00	0.00
September 2012	49	\$72,720.00	\$61,812.00	0.00
Totals	120	\$170,660,00	\$145,061,00	0.00

Account Executives

Account Executive Sales Office Sales Region		Start Date / End Date	Order %	
Aaron Ashe			Start Of Order - End Of Order	100%

AGY, GEN, POL

Order Share	Share	Total
WTSP-TV	23%	\$170,660.00
Market	100%	\$742,000.00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
UNKWN	0%	\$0.00
WFLA	22%	\$163,240.00
WFTS	19%	\$140,980.00
WMOR	1%	\$7,420.00
WTOG	0%	\$0.00
WTTA	1%	\$7,420.00
WTVT	32%	\$237,440.00
WVEA	0%	\$0.00
WWSB	2%	\$14,840.00
WXPX	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Spots	Rate Pri	Rtg Type Spots	Amount
1	WTSP	08/14/12	09/03/12	LN (M-F)	CM	M-F 11-1135p	MTWTF	:30 2	\$2,000.00 P-3	0.00 NM 6	\$12,000.00
				LN (M-F)							
	10 NEW	/S-11PM									
	Sta	rt Date I	End Date	Weekdays	Spots/Week	Rate	Rating				
W	eek: 08/	14/12	08/20/12	MTWTF	2	\$2,000.00	0.00				
W	eek: 08/2	21/12 (08/27/12	MTWTF	2	\$2.000.00	0.00				

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Order / Rev: 703225 - 2 Advertiser: Obama/D/President

Alt Order #: 06257012 Product Desc: OBAMA FOR AMERICA WTSP-TV

Flight Dates: 08/14/12 - 09/03/12 Estimate: 1523

Ln Ch Start End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
1 WTSP 08/14/12 09/03/12	LN (M-F)	CM	M-F 11-113	5р МГW ГF	:30	2	\$2,000.00 P-3	0.00 NM	6	\$12,000.00
40 NEWC 44 DM	LN (M-F)									
10 NEWS-11PM Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/28/12 09/03/12	MTWTF		\$2,000.00	0.00						
2 WTSP 08/14/12 09/03/12		CM	11a-12p	МГЖГБ	:30	2	\$1,200.00 P-2	0.00 NM	6	\$7,200.00
	Price Is Right					_	*			4 1,20000
THE PRICE IS RIGHT										
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/14/12 08/20/12 Week: 08/21/12 08/27/12	MTWTF MTWTF		\$1,200.00 \$1,200.00	0.00 0.00						
Week: 08/28/12 09/03/12	MTWTF		\$1,200.00	0.00						
3 WTSP 08/14/12 09/03/12	M-F 12-1230p	CM	12-1230p	MTWTF	:30	3	\$1,100.00 P-2	0.00 NM	9	\$9,900.00
	10 News @ Noor	า	·							
10 NEWS-NOON										
Start Date End Date Week: 08/14/12 08/20/12	<u>Weekdays</u> MTWTF	Spots/Week	<u>Rate</u>	Rating						
Week: 08/14/12 08/20/12 Week: 08/21/12 08/27/12	MTWTF		\$1,100.00 \$1,100.00	0.00 0.00						
Week: 08/28/12 09/03/12	MTWTF		\$1,100.00	0.00						
4 WTSP 08/14/12 09/03/12	M-F 4-5p	CM	4-5p	MTWTF	:30	4	\$800.00 P-2	0.00 NM	12	\$9,600.00
	Dr. Phil									
DR. PHIL	M/ I - I	0	Data	Daria						
<u>Start Date</u> <u>End Date</u> Week: 08/14/12 <u>08/20/12</u>	<u>Weekdays</u> MTWTF	Spots/Week 4	Rate \$800.00	Rating 0.00						
Week: 08/21/12 08/27/12 Week: 08/21/12 08/27/12	MTWTF	4	\$800.00	0.00						
Week: 08/28/12 09/03/12	MTWTF	4	\$800.00	0.00						
5 WTSP 08/14/12 09/03/12	M-F 5-530p	CM	5-530p	MTWTF	:30	1	\$800.00 P-2	0.00 NM	3	\$2,400.00
40 NEWO FRANCIA	5-530p 10 News									
10 NEWS-5PM NEWS	We already	Cnoto/Mook	Doto	Dating						
Start Date End Date Week: 08/14/12 08/20/12	<u>Weekdays</u> MTWTF	Spots/Week 1	<u>Rate</u> \$800.00	Rating 0.00						
Week: 08/21/12 08/27/12	МГЖГБ	1	\$800.00	0.00				I		
Week: 08/28/12 09/03/12	МГWГF	1	\$800.00	0.00						
6 WTSP 08/14/12 09/03/12	•	CM	530-6p	MTWTF	:30	1	\$800.00 P-2	0.00 NM	3	\$2,400.00
10 NEWS-530P	10 News at 530p									
Start Date End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 08/14/12 08/20/12	MTWTF	1	\$800.00	0.00				į		
Week: 08/21/12 08/27/12	MTWTF	1	\$800.00	0.00						
Week: 08/28/12 09/03/12	MTWTF	1	\$800.00	0.00						
7 WTSP 08/14/12 09/03/12		CM	6-7a	MTWTF	:30	2	\$400.00 P-2	0.00 NM	6	\$2,400.00
10 NEWS-6AM	6-7a 10 News		(6:00 AM-6:3	ou Aivi)						
Start Date End Date	Weekdays	Spots/Week	Rate	Rating				į		
Week: 08/14/12 08/20/12	MTWTF	2	\$400.00	0.00						
Week: 08/21/12 08/27/12	MTWTF MTWTF	2	\$400.00	0.00						
Week: 08/28/12 09/03/12 8 WTSP 08/14/12 09/03/12		CM	\$400.00 6-7a	0.00 МГWГF	:30	2	\$400.00 P-2	0.00 NM	6	¢2 400 00
8 W15P 08/14/12 09/03/12	6-7a 10 News	CIVI	6-7a (6:30 AM-7:0		.30	2	\$400.00 P-2	U.UU INIVI	О	\$2,400.00
10 NEWS-6AM	o ra ro mono		(0.00711177.	50 7 avi)						
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 08/14/12 08/20/12	MTWTF	2	\$400.00	0.00						
Week: 08/21/12 08/27/12 Week: 08/28/12 09/03/12	MTWTF MTWTF	2 2	\$400.00 \$400.00	0.00 0.00						
9 WTSP 08/14/12 09/03/12			7-9a	<u>МГWГ</u> F	:30	4	\$400.00 P-2	0.00 NM	13	\$5,200.00
3 11101 30/14/12 33/03/12	CBS This Mornin	-	(7:00 AM-8:0		.50	7	ψ-100.001 2	J.JJ INIVI	10	ψο,200.00
COMMENTS APPLY TO SU		•	, , 3	,						
CBS THIS MORNING	Mariana	On at a AAY	D :	Detic						
Start Date End Date Week: 08/14/12 08/20/12	<u>Weekdays</u> MTWTF	Spots/Week 4	Rate \$400.00	Rating 0.00						
Week: 08/21/12 08/27/12 Week: 08/21/12 08/27/12	MTWTF	4	\$400.00	0.00						
Week: 08/28/12 09/03/12	MTWTF	5	\$400.00	0.00						
10 WTSP 08/14/12 09/03/12		CM	730-8p	МГWГF	:30	2	\$1,200.00 P-2	0.00 NM	3	\$3,600.00

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Order / Rev: 703225 - 2 Advertiser: Obama/D/President

CBS THIS MORNING - SAT

Alt Order #: 06257012 Product Desc: OBAMA FOR AMERICA WTSP-TV

Flight Dates: 08/14/12 - 09/03/12 Estimate: 1523

Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots 730-8p 730-8p **MILLIONAIRE** Weekdays Start Date **End Date** Spots/Week Rate Rating MTWTF--2 \$1,200.00 Week: 08/14/12 08/20/12 0.00 Start/End Time Ch Date Range Description Length Rate Rtg Type Weekdays 2 WTSP 08/14/12-08/20/12 730-8p 730-8p MTWThF----:30(\$1,200,00) 0.00 NM Credited Week: 08/21/12 08/27/12 MTWTF--2 \$1,200.00 0.00 Weekdays Description Spot Ch Date Range Start/End Time Length Rate Rtg Type :30(\$1,200.00) 0.00 NM 3 WTSP 08/21/12-08/27/12 730-8p 730-8p MTWThF---Credited 4 WTSP 08/21/12-08/27/12 730-8p MTWThF----730-8p :30(\$1,200.00) 0.00 NM Credited MTWTF--Week: 08/28/12 09/03/12 2 \$1,200.00 0.00 11 WTSP 08/14/12 09/03/12 M-F 930-10a 930-10a MTWTF--:30 \$280.00 P-2 0.00 NM \$4,200.00 15 M-F 930-10a **MILLIONAIRE** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 08/14/12 08/20/12 MTWTF--6 \$280.00 0.00 MTWTF--08/27/12 5 Week: 08/21/12 \$280.00 0.00 MTWTF--Week: 08/28/12 09/03/12 5 \$280.00 0.00 Ch Date Range Length Description Start/End Time Weekdays Rate Rtg Type Spot 15 WTSP 08/28/12-09/03/12 M-F 930-10a 930-10a MTWThF - -:30 (\$280.00) 0.00 NM Credited [move to week of 8/14] 12 WTSP 08/24/12 08/24/12 Bucs Primetime Game CM 730-1030p ---F--:30 2 \$4,000.00 P-4 0.00 NM \$8,000.00 **Bucs Primetime Game BUCS PRESEASON** Weekdays Spots/Week Start Date **End Date** Rate Rating Week: 08/20/12 08/26/12 ---F--\$4,000.00 0.00 13 WTSP 08/31/12 08/31/12 Fri Prime A CM Fri 8-9p ---F--1 \$6,500.00 P-2 0.00 NM :30 \$6,500.00 Fri Prime A UNDERCOVER BOSSEFF, 2/17/12 Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/27/12 09/02/12 \$6,500.00 0.00 14 WTSP 08/31/12 08/31/12 Fri Prime B CM Fri 9-10p ---F--:30 1 \$8.000.00 P-2 0.00 NM \$8,000.00 Fri Prime B CSI: NY EFF. 3/30/12 Spots/Week Start Date **End Date** Rating Weekdays Rate Week: 08/27/12 09/02/12 ---F--\$8,000.00 0.00 15 WTSP 08/18/12 09/01/12 \$700.00 P-2 \$2,100.00 Sat 6-630p CM Sat 6-630p ---S-:30 0.00 NM 3 Sat 6-630p 10 News 10 NEWS-NEWS AT 6P Start Date **End Date** Weekdays Spots/Week Rate Rating Week: 08/13/12 08/19/12 - - - - S-1 \$700.00 0.00 Week: 08/20/12 08/26/12 ---S-1 \$700.00 0.00 ---S-Week: 08/27/12 09/02/12 \$700.00 0.00 16 WTSP 08/18/12 09/01/12 Sat 7-730p CM 7-730p ---S-\$700.00 P-2 0.00 NM \$1,400.00 Inside Edition INSIDE EDITION Weekdays Rating Start Date **End Date** Spots/Week Rate ---S-Week: 08/13/12 08/19/12 1 \$700.00 0.00 ---S-Week: 08/20/12 08/26/12 1 \$700.00 0.00 Week: 08/27/12 09/02/12 \$700.00 0.00 1 Ch Date Range Description Start/End Time Rate Rtg Type Weekdavs Length (\$700.00) 3 WTSP 08/27/12-09/02/12 Sat 7-730p 7-730p - Sa-:30 0.00 NM Credited [mg line 31] 17 WTSP 08/18/12 09/01/12 Sat 8-10a Sat 8-10a - - - - S-:30 \$320.00 P-2 0.00 NM 3 \$960.00 CBS This Morning Saturday

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Order / Rev: 703225 - 2 Advertiser: Obama/D/President

Alt Order #: 06257012 Product Desc: OBAMA FOR AMERICA WTSP-TV

Flight Dates: 08/14/12 - 09/03/12 Estimate: 1523

Ln Ch Start End	Inventory Code Brea	k Start/End	Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
17 WTSP 08/18/12 09/01/12		Sat 8-10a	S-	:30	1 \$320.00 P-2	0.00 NM	3	\$960.00
CBS THIS MORNING - SAT	CBS This Morning Saturday							
Start Date End Date	Weekdays Spots/Weel	k Rate	Rating					
Week: 08/13/12 08/19/12	S-	1 \$320.00	0.00					
Week: 08/20/12 08/26/12	S-	1 \$320.00	0.00					
Week: 08/27/12 09/02/12	S-	1 \$320.00	0.00					
18 WTSP 08/18/12 09/01/12	Sat Prime B CM Sat Prime B	Sat 9-10p	S-	:30	1 \$4,000.00 P-2	0.00 NM	2	\$8,000.00
CRIMETIME SATURDAY								
Start Date End Date	Weekdays Spots/Weel	<u>Rate</u>	Rating					
Week: 08/13/12 08/19/12		1 \$4,000.00	0.00					
Week: 08/20/12 08/26/12 Spot Ch Date Range [1 \$4,000.00 art/End Time	0.00	eekdays L	ength Rate	Rtg Type		
2 WTSP 08/20/12-08/26/12 S		t 9-10p	<u>vv</u>	Sa	:30 (\$4,000.00)			
Credited					100(+ 1,000100)			
[mg line 30 bucs fb 8/17	7]							
Week: 08/27/12 09/02/12	S-	1 \$4,000.00	0.00					
19 WTSP 08/19/12 09/02/12	LN (Su) CM	Su 11-1135p	S	:30	1 \$2,000.00 P-2	0.00 NM	3	\$6,000.00
40 NEWO 445 OH	Late News (Su)							
10 NEWS-11P SU	\\\\ - \ \ \ \ \ \ \ \ \ \ \ \ \	Data	Detie					
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 <u>08/19/12</u>	Weekdays Spots/Weel	<u>Rate</u> 1 \$2,000.00	Rating 0.00					
Week: 08/20/12 08/26/12		1 \$2,000.00	0.00					
Week: 08/27/12 09/02/12		1 \$2,000.00	0.00					
20 WTSP 08/19/12 09/02/12	Sun 630-7p CM	Sun 630-7p	S	:30	1 \$700.00 P-3	0.00 NM	3	\$2,100.00
	Sun 630-7p 10 News							
10 NEWS-SU			5					
Start Date End Date	Weekdays Spots/Weel		Rating					
Week: 08/13/12 08/19/12 Week: 08/20/12 08/26/12	_	1 \$700.00 1 \$700.00	0.00 0.00					
Week: 08/27/12 09/02/12	_	1 \$700.00	0.00					
21 WTSP 08/30/12 08/30/12	Thu Prime C CM	Thu 10-11p	T	:30	1 \$11,000.00 P-2	0.00 NM	1	\$11,000.00
	Person of Interest							
THE MENTALIST								
<u>Start Date</u> <u>End Date</u> Week: 08/27/12 <u>09/02/12</u>	Weekdays Spots/Weel		Rating					
Week: 08/27/12 09/02/12 22 WTSP 08/14/12 08/14/12	<u> </u>	1 \$11,000.00	0.00 - T	.20	1 \$10,000.00 P-3	0.00 NM	4	¢10,000,00
22 WISP 08/14/12 08/14/12	Tue Prime A CM NCIS	Tue 8-9p	-1	:30	1 \$10,000.00 P-3	U.UU INIVI	1	\$10,000.00
NCIS	Nois							
Start Date End Date	Weekdays Spots/Weel	<u>Rate</u>	Rating					
Week: 08/13/12 08/19/12	- T	1 \$10,000.00	0.00					
23 WTSP 08/29/12 08/29/12		730-1030p	W	:30	2 \$4,000.00 P-4	0.00 NM	2	\$8,000.00
	Bucs Primetime Game	(7:30 PM-11:	:00 PM)					
Start Date End Date	Weekdays Spots/Weel		Rating					
Week: 08/27/12 09/02/12		2 \$4,000.00	0.00		0 A400000D4	0.00.1114		# 40.000.00
24 WTSP 08/17/12 08/24/12	Bucs Primetime Game CM Bucs Primetime Game	730-1030p	F	:30	2 \$4,000.00 P-4	0.00 NM	4	\$16,000.00
Start Date End Date	Weekdays Spots/Weel	, Poto	Poting.					
<u>Start Date</u> <u>End Date</u> Week: 08/13/12 <u>08/19/12</u>		<u>Rate</u> 2 \$4,000.00	Rating 0.00					
Week: 08/20/12 08/26/12		2 \$4,000.00	0.00					
25 WTSP 08/19/12 08/26/12	Sun Prime A CM	7-8p	S	:30	1 \$5,000.00 P-3	0.00 NM	2	\$10,000.00
	60 Minutes							
Start Date End Date	Weekdays Spots/Weel		Rating					
Week: 08/13/12 08/19/12		1 \$5,000.00	0.00					
Week: 08/20/12 08/26/12 26 WTSP 08/17/12 08/24/12		1 \$5,000.00	0.00 ame F	:30	1 \$1,000,00 0 4	0.00 NIM	2	¢2 000 00
20 WISF U0/11/12 U0/24/12	Bucs Pre-Game CM Bucs Pre-Game	Ducs Pie-Ga	ııııԵF	.30	1 \$1,000.00 P-4	U.UU INIVI	2	\$2,000.00
Start Date End Date	Weekdays Spots/Weel	c Rate	Rating					
Week: 08/13/12 08/19/12		1 \$1,000.00	0.00					
Week: 08/20/12 08/26/12		1 \$1,000.00	0.00					

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WTSP-TV

Order / Rev: 703225 - 2

Alt Order #: 06257012 Advertiser: Obama/D/President

OBAMA FOR AMERICA

Product Desc:

Flight Dates: 08/14/12 - 09/03/12 Estimate: 1523

Ln Ch Start End	Inventory Code Brea	k Start/End	I Time Days	Len Spots	Rate Pri	Rtg Type	Spots	Amount
27 WTSP 08/29/12 08/29/12	Bucs Pre-Game CM	Bucs Pre-G	ameW	:30 1	\$1,000.00 P-4	0.00 NM	1	\$1,000.00
	Bucs Pre-Game							
Start Date End Date	Weekdays Spots/Wee		Rating					
Week: 08/27/12 09/02/12	W	1 \$1,000.00	0.00					
28 WTSP 08/20/12 08/27/12	1	7-730p	M	:30 1	\$1,200.00 P-2	0.00 NM	2	\$2,400.00
	Inside Edition							
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 08/20/12 08/26/12	M	1 \$1,200.00	0.00					
Week: 08/27/12 09/02/12	M	1 \$1,200.00	0.00					
29 WTSP 08/21/12 08/24/12	7-730p CM	7-730p	- TWTF	:30 1	\$1,200.00 P-2	0.00 NM	1	\$1,200.00
	Inside Edition							
Start Date End Date	Weekdays Spots/Wee		Rating					
Week: 08/20/12 08/26/12	- ТWГF	1 \$1,200.00	0.00					
30 WTSP 08/17/12 08/17/12	Bucs Primetime Game CM	730-1030p	F	:30 1	\$4,000.00 P-4	0.00 NM	1	\$4,000.00
	Bucs Primetime Game							
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 08/13/12 08/19/12	F	1 \$4,000.00	0.00					
31 WTSP 09/01/12 09/01/12	10 News Special CM	10 News Sp	oecialS-	:30 1	\$700.00 P-2	0.00 NM	1	\$700.00
	10 News Special							
Start Date End Date	Weekdays Spots/Wee	k Rate	Rating					
Week: 08/27/12 09/02/12	S-	1 \$700.00	0.00					

Totals 120 \$170,660.00